

IN THE UNITED STATES  
PATENT AND TRADEMARK OFFICE

Attorney Docket No.: **Google-115 (GP-089-03-US)**

Applicants: **Andrew FIKES, et al.**

Serial No.: **10/676,195**

Confirmation No.: **7103**

Filing Date: **September 30, 2003**

Title: **SYSTEM AND METHOD FOR AUTOMATICALLY TARGETING WEB-BASED  
ADVERTISEMENTS**

Examiner: **Tri V. Nguyen**

Group Art Unit: **1796**

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

S I R:

**INFORMATION DISCLOSURE STATEMENT**

The applicants respectfully request that the references listed on the attached PTO/SB/08A be considered in the examination of the above-identified application. A copy of each of these references is enclosed

The applicants reserve the right to establish that any of the references listed on the attached PTO/SB/08A are not prior art to the above-captioned application.

Since a first Office Action has been mailed, but a final Office Action, a Notice of Allowance, or any other action that

closes prosecution on the merits (that has not been withdrawn) has not yet been received, this Information Disclosure Statement ("IDS") should be considered under 37 C.F.R. § 1.97(c)(1). A statement under 37 C.F.R. § 1.97(e)(1) is provided.

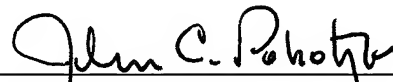
**Certification Under 37 CFR 1.97(e)(1):**

I hereby certify that each item of information contained in the information disclosure statement submitted herewith was first cited in a communication from a foreign patent office in a counterpart foreign application not more than three months prior to the filing of the information disclosure statement.

No fee is believed due. However, in the event that a fee is due in order to have the Information Disclosure Statement submitted herewith considered, the Patent Office is authorized to charge said fee to the deposit account of Straub & Pokotylo, deposit account number 50-1049.

Respectfully submitted,

January 18, 2010



John C. Pokotylo, Attorney

Reg. No. 36,242

Customer No. 26479

(732) 936-1400

STRAUB & POKOTYLO  
788 Shrewsbury Ave.  
Tinton Falls, NJ 07724